

THE MOST FAMOUS WORK OF THIS STORE.

JULY LINEN BARGAINS.

We did not need Linens, but when a price is made such as we paid for these we took them. Look at the details for the bargains:

Linen Pillow Shams and Scarfs, open hemstitched, 80c, each.
Open Hemstitched Linen Tray Cloths for 12½c, each, value 35c.
Double Damask Table Tops, 34 inches by 46 inches, made to sell at \$1.25, for 50c, each.
Linen Fringed Doilies, regular 80c, a dozen, now two for 50c.
80 yards Double Damask Irish Table Linens, imported to sell at \$1.25 and \$1.50, now 80c, and \$1 a yard.
20 dozen Heavy Double Damask Linen Napkins, 24 size, for dinner use, were \$1.50 and \$1.75, now \$2.50, and \$3.50 a dozen.
Dinner Napkins, our regular \$1, for 60c a dozen.

WASH GOODS—LATEST ARRIVALS.

You cannot get too many Wash Fabrics at these prices. All our Cotton Goods will be higher when these are gone. We were very fortunate in getting this lot before the new prices went on, and we give you the benefit of our saving.

8,700 yards 40-inch Batiste, light and dark ground; floral, Dresden, polka dot and other fancy printed effects; regular price 10c, our price 6½c, a yard.
9,340 yards for 12½c. Embroidered Dotted Swiss, fancy printing, all new work.
5,000 yards Satin Striped and Corded Madras, pretty designs, 12½c value for 6½c, a yard.
7,600 yards Batiste, Organdies and Dimities, fancy printing and solid effects, light and dark ground, 21 different styles, values \$1.30, and 10c., now 5c, a yard.
2,400 yards Embroidered Swiss Mouseline, imported to sell for 25c., now 10c., a yard.
Crepe Eatinnes, light and dark effects, look like the high priced woolens, suitable for kimono, wrappers and dresses, reduced from 17c. to 7½c, a yard.
5,700 yards 12½c. Batiste and Organdies, for 7½c, a yard.
8½c, a yard for 18c. Fancy Printed Bourrette Cloth, linen finished—the latest shirt-waist material.

Our Clearance Sale did what we expected—reduced stock immensely. The advantage to us? It enabled our buyers to pick up cases and lots of the season's best goods at their own prices. Mills and manufacturers make the sacrifice rather than carry them over.

The advantage to you? When you see these fresh, pretty goods—when you see how far a dollar will go among them—then the advantage to you will be apparent.

THE SAVING IS A HALF AND MORE,

and you get it all—we add only our ordinary profit to the price paid. Do not forget that although it is midsummer, the store is kept comfortable by circulation of pure, fresh air, kept up by numerous electric fans. Take your time and be comfortable.

MANUFACTURERS' SALE OF WHITE GOODS

The manufacturer's serious mistake—overproduction—was our buyer's opportunity. These White Goods will be on sale to-morrow at about half the price the manufacturer expected. They are fresh and new. A great consideration.

White India Linons, 3½c, a yard, value, 6-10c.
3,200 yards Striped India Linons, very sheer, 7½c, a yard, value 12½c.
India Linons, the best 10c. and 20c. values, 12½c, a yard.
4,200 yards White Persian Lawns, 12½c, a yard, value 25c.
White Madras, choicest designs, we have sold thousands of yards at 12½c. for 7-8c, a yard.
Finest Imported Waistings, sheer Nainsook effects of crepe and allover tucking, 10c, a yard, value 25c.
White Organdies, finest French goods, 15c, a yard, value 25c.
French Organdies, large plaid, imported to sell for 25c., now 12½c, a yard.
1,200 yards Jones White English Cambric, in lengths of ten yards, being selling for 10c., now 7-8c, a yard.

Black Dress Goods.

52-inch All-Wool and Linen Sicilian, the \$1.65 quality, for \$1.19 a yard.

88-inch All-Wool Voile, 50c. grade, has been marked at 30c, a yard.
All-Wool Priestley's Mignonette, a ready seller at \$1.25, now 88c, a yard.
Hemletta Cloth, 42 inches wide, for 75c, a yard.

Wrist Bags and Belts.

Women's Black, Gray and Brown Wrist Bags, fitted with pocket-book and mirror, also with long chain, made to sell at 50c., for 25c, each.

600 Women's Black Silk Belts, manufacture sample lot, worth 30c. to 75c, choice for 18c, each.
400 Women's Sample Wrist Bags, sold for 25c. and 35c., choice for 10c, each.

Women's Stockings.

You can glean some choice bargains to add to your supply of summer Hosiery. You cannot get too many, especially at these prices.

300 dozen Women's 25c. and 35c. Lace Lisle Stockings—some slightly imperfect for 12½c, a pair.
Women's 35c. Gauze Lisle Plain Stockings for 25c, a pair.
Women's best 50c. Lace Lisle Stockings, for 30c, a pair.
Ladies' 15c. Lace Stockings, for 10c, a pair.
Misses' 25c. Lace Lisle Stockings, some slightly imperfect, for 17c, a pair.
Misses' and Boys' Fine Ribbed 25c. Stockings for 15c, a pair.
A lot of Children's 15c. Lace Lisle Hosiery for 7c, a pair.
Children's 25c. Lace Lisle Socks, white, black or colors, for 15c, a pair.

Mill End Sale of Linings.

1,300 yards Dressmakers Lining Cambric, black and all colors, for 2½c, a yard.

1,000 yards of Mercerized Sateen Linings, sold for 25c. and 35c., for 14c, a yard.
60 yards Peraline Lining, sold for 12½c and 17c, for 6-8-4c, a yard.

Toilet Articles.

5,000 cakes Palm Soap for 1½c, each.
Stillman's Freckle Cream, everywhere at 5c, here 37c.
Mennen's Talcum Powder, 12½c, can, 50c. best 25c. Rubber Dressing Combs, made for 15c, each, 9 inches long.
Bring your bottle and buy Violette and Rose Extract, for 6c, an ounce.

Women's Gloves.

At these prices we expect to clean up our summer stock of Women's Gloves and Mitts.

12½c, a pair for 25c. Plain Lisle Gloves.
30c, a pair for 50c. Lace Lisle Gloves.
50c, a pair, values to \$1.25, Silk Gloves.
60c, a pair for \$1 Lace and Plain Silk Mitts.
10c, for 30c. Lace Lisle Mitts.

UMBRELLAS AND PARASOLS.

The time to buy a Parasol or Sun Umbrella is when you need it—that time is now, and you are fortunate in having the chance we offer to-morrow. Values are away above prices.

Cravenstedt Silk Umbrella—guaranteed—the year's best, \$2 each.
95c. for \$2 Black Silk Umbrellas, with fancy silver and pearl handles.

50c. for Women's and Misses' 75c. and 80c. Umbrellas.
\$2 for \$3.25 Parasols.
\$1.50 for \$2.25 Parasols.
\$1.00 for \$2.00 Parasols.

SECOND FLOOR.

WOMEN'S SUITS AND SKIRTS.

They are all of the finest at prices a half of values.

Women's Finest Shirt-Waist Suits of Lawn, Madras and Batiste—new stylish effects—were \$5.75, now \$2.75 each.

A lot of Fine Shirt-Waist Suits, that sold to \$3.50, to be closed out at \$1.05 each.

Handsome White Suits of pure Irish linen, made to sell for \$3.95, now \$4.85.

Tailor-Made Suits of pure linen sheeting—Nortfolk effect—\$6.48 each, instead of \$10.

\$27 Handsome White Silk Suits, latest effects, for \$15 each.

Fine Lace Trimmed Suits that were \$35 and \$40, now \$20 each.

Silk Suits of Foulard, Pongee and Loupene, sold to \$24.50, your choice for \$12.50 each.

Fine White Lawn Suits, elaborately trimmed with lace, made to sell for \$15, to be closed out at \$8.50 each.

Suits of Persian Mull, in latest designs, the maker's price was \$18, now \$10 each.

\$1.25 Wash Skirts of Bourrette Flakes, all sizes, 60c, each.

Skirts of Canvas and Oxford Cloth—perfect fitting—80c, each.

Handsome Linen Skirts in dress and walking lengths, for \$2.50—less than cost of making.

Walking Skirts of pure linen sheeting, tailor-made—pleated bottom—\$2.50 and \$3.50, now \$2.00 and \$3.50 each.

Fine Dressy Brussels Net Dress Skirts, natural linen colors, for \$5 each instead of \$8.50.

Fine Voile Summer Skirts that sold to \$6.25, now \$4 each.

\$1.50 Full Length Kimonos for 85c, each.

Finest \$3.50 Lawn Wrappers to be sold for \$1.50 each.

\$1.50 Fine White and Colored Lawn Wrappers, for 75c, each.

\$1 Fine Lawn Dressing Sacques to be closed at 50c, each.

Shirt Waists.

Sheer White Lawn Shirt-Waist, tucked and trimmed in various attractive designs, bought to sell for 75c., all sizes, for 48c, each.

Handsome White Waists—dozens of beautiful styles—lace trimmed, faceting or embroidery, regular \$2.50 kind, for \$1.85 each.

Beautiful White Waists, various styles, that sold to \$4.25, are now \$2.50.

Sheer India Linen Waists, sixty tiny tucks, a stylish \$1 Waist, for 60c, each.

Linen Lawn Waists, various beautiful embroidery fronts, this season's \$1.95 ones, for \$1.19 each.

Handsome \$3.50 Waists for \$3 each.

The \$1 and \$1.25 Waists, plenty of pretty styles, all sizes, now 75c, each.

Hundreds of China Silk Waists, black or white—some elaborately trimmed, \$1 ones for \$1.95.

Handsome Embroidered Waists for \$3.50 each.

Stylish China Silk Waists, combination of Valenciennes lace and tucks, all sizes, in black or white, \$1 kind, for \$2.85 each.

Corset Bargains.

We have marked these Corsets at prices to make them go—there are enough to last the week in most of the styles, but some are limited in number.

Ladies' Summer Corsets, batiste and net, various kinds, to close out at half of actual value, all sizes, choice 35c, each.

Nearly 200 popular brand Corsets, every desirable shape and size; this season's \$1 and \$1.50 kinds, for 70c, each.

Lot of fine Corsets, that sold to \$3.50, sizes to 35, will close at \$1.50.

Rust Proof Corsets with hose supporters already attached, regular \$1.50 value, for \$1 each.

Dip Hip, Form Reducing Corset, supporters side and front, for \$2 each.

10 dozen Tape and Batiste Corsets, pink, blue, and white, 75c, kind, for 45c, each.

Infants Wear.

Beautiful Silk and Mull Hats, pink, blue or white, the \$1.50 kind, for 88c, each.

Hundreds of dainty Mull Caps, ample choosing usual price 50c., now 25c, each.

Caps that were 75c., now 30c, each.

Sheer Mullin Dresses, sizes to 4 years, neatly trimmed, 80c, kind, for 50c, each.

Stylish and Attractive Dresses for boys or girls, \$1.95 and \$2.25 ones, for \$1.60 each.

Dainty Princess Dresses, with Mouse front, embroidery trimmed, \$1.25 kind for 85c, each.

Low Neck and Short Sleeve Dresses, lace and ribbon trimmed, pretty and stylish, for \$1 each.

Infants' Long Dresses, neatly made, 2c. ones, for 25c, each.

THIRD FLOOR.

Curtains.

Solid Brocaded Mercerized Damask, light-weight material for summer furniture covering and draperies, 50c. grade to be closed out at 10c, a yard.

Floral Swiss Mullin for cottage curtains, 20c, quality, 9c, a yard.

Ruffled Mullin Curtains, fancy patterns; 90c, a pair, regular price \$1.30.

Floral Silklines for draperies, 35 inches wide, 6c, a yard.

Snow Flake Curtains with cross Silk stripes, \$4 value, \$1.50 a pair.

Nottingham Lace Curtains in assorted designs, \$1.25 value, 60c, a pair.

Sewing Machines.

High Arm Sewing Machines, quartered oak frames, with full set of attachments and a guarantee of five years given with each Machine, price \$12.50, a regular \$40 Machine.

Mattings.

A steamer with a load of Mattings had trouble; thousands of rolls were ruined, but some were damaged so little that it is hardly noticeable. Our offer for 300 rolls of Heavy China Matting—slightly wrapper stained—was accepted. There are about 30 patterns in the lot and were to be sold at 25 and 35c, a yard. If you are in time you can get them at 15c, a yard.

Colored Dress Goods.

The season's best selections at end of season prices.

Mohair Brillantine, full 4-4 wide, worth 48c, for 25c, a yard.

All shades in double width, all-Wool Albatross, the 50c, kind, for 20c, a yard.

45-inch French Voile, the season's best 75c, value, for 37½c, a yard.

50-inch Gray Melton Suitings for skirts, \$1.25 value, for 95c, a yard.

Philosophic Contentment.

Every cloud has its lining even if it is a cloud of dust. Harrisonburg hasn't called on the Governor yet this summer to suppress the strike among the sprinkling cart drivers—Harrisonburg News.

New Tricks.

It looks as if the Southerners might learn a few things about artistic lynchings from the brethren of the North—Portsmouth (N. H.) Chronicle.

The Bargain Basement.

Our Basement has been a revelation to Richmond, and shoppers are quick to see its advantages. We put on sale there to-morrow a line of goods that cannot be reproduced by the manufacturer at the prices asked.

Ice Cream Freezers.

The Gem Ice Cream Freezer, nothing better made.

2 Quarts, \$1.75 each.
4 Quarts, \$2.00 each.
4 Quarts, \$2.25 each.
6 Quarts, \$2.75 each.

White Goods.

These White Goods are at prices that are a half of values and more. Their sale to us was the manufacturer's distress signal.

Checked and Striped Dimities, values 12½c. to 10-12c, quality, for 7c, a yard; the 15c, quality, for 9c, a yard; the 20c, quality, for 12-14c, a yard.
10c, a yard for 18c. Fancy Mercerized Satin Striped Flannels.
10c, a yard for 35c. Persian Lawns, finest quality.
15c, a yard for 35c. Fancy Mercerized Sheer Mullins.
10c, a yard for 18c. Imported Dimities and India Linons.
3-4-4c, a yard for India Linons, full yard wide.

Knit Underwear and Hosiery.

Women's Silk Knit Corset Covers, low neck, no sleeves, in blue and pink, for 25c., value 40c.
Women's Fancy Vest, taped neck and arms, for 8c, each.
Women's Vests, for silk tapes, plain or lace front, for 10-12c, each.
Women's 10c. Vests, all sizes, with tape, 7c, each.
Women's Vests, full sizes, for 4c, each.
Children's Nazareth Waists, age up to 12 years, for 10c, each.
Misses' Vests, with fancy fronts, taped neck and arms, for 12½c, each.
Misses' Plain White Vests, all sizes, for 10c, each.
Boys' Balbriggan Vests and Pants, in cream or white, all sizes, for 25c, a garment.
Women's 25c. and 35c. Lace Lisle Stockings, no sleeves, for 12½c, a pair.
A lot of Women's 15c. and 10c. Colored Stockings, for 7c, a pair.
Women's Fast Black Seamless 10c. Stockings, for 5c, a pair.

Cotton Wash Fabrics.

800 yards of 7½c. Bleached Cotton, yard wide, 4-4-4c, a yard.
6c. and 8c. Dimity Cords and Batiste, desirable styles, 3c, a yard.
Yard Wide Corded Madras and French Percales, the 12c, grade, 5-3-4c, a yard.
Best 12-2c. Crepons, solid colors, for 6-8-4c, a yard.
8½c. Scotch Batiste, fancy prints, light and dark effects, 3½c, a yard.
1,600 yards of 25c. Bleached Sheet—full width—8-10c, a yard.
4,250 yards best 6-10c. Light Dress Prints to be sold for \$1.19, a yard.
1,300 yards of 10c. Apron Gingham, all colors, for 3-3-4c, a yard.

Muslin Underwear.

\$1 Lace Trimmed Muslin Skirts, with wide flounce, 60c, each.
5c. Corset Covers, 25c, each.
5c. Corset Covers, low neck, perfect fitting, 12½c, each.
150 dozen pairs Drawers for 15c, a pair.
50c. Drawers for 25c, a pair.
5c. Muslin Gowns, a good seller, but for this sale 29c, each.
100 dozen Hemstitched and Lace Trimmed Drawers, 10c, a pair.
70 dozen Batiste Corsets, straight front, best 50c values, for 25c, each.
Infants' Slips were 45c, now 20c.

China Ware.

Beautiful German China Dinner Sets, 10 pieces, pink, blue, and violet Spray Decoration, for \$10.50 a set.
\$4.00 for a Dinner Set of 10 pieces, blue, green and gold.
Gold Stippled and Solid Color Toilet Sets—10 pieces—for \$4 a set.
White and Gold Toilet Sets—10 pieces—for \$4.50 a set.
Toilet Sets with blue and gold decoration—12 pieces—for \$3.50 a set.
Umbrella Stands for 83c, each.
French China Chocolate Pots, \$1.25 each.
Tete-a-Tete Sets for \$2.50 a set.

Confectioneries.

Our Basement Confectionery Department has on sale to-morrow 20c. Old-Fashioned Chocolate Drops for 15c, a pound, and 15c. Mixture for 10c, a pound.

Sheets and Quilts.

Double-Red Bleached Sheets, made from the silking, no seams, the 50c. kind, marked at 30c, each.
60c. and 65c. Bleached Sheets, several sizes, all made from sheeting, no seams, 60c, each.
75c. Hemstitched Sheets, full double-bed size, now 60c, each.
150 dozen 18c. and 20c. Pillow Cases, hemstitched and linen finished, 42x36 and 46x36, for 12½c, each.
The 10c. and 12c. Pillow Cases, for \$1.40, each.
118 extra Large Crochet \$2.25 Quilts for \$1.75 each.
\$1 and \$1.25 Quilts for 75c.
Summer Weight Crochet Quilts, double-bed size, for 20c, each.

Basement Curtains.

Fancy Colored Madras for light-weight portieres, 50c. value, reduced to 15c, a yard.
Silklines, in short lengths, 12½c, grade, 3-3-4c, a yard.
Figured White Curtain Swiss, 15-18-30c, quality, 7-8-5c, a yard.
5,000 pairs of Swiss Muslin Curtains, some in the lot worth up to \$2, for 45c, a pair.

Stationery.

Box 20c. Paper, white or tinted, with envelopes to match, 10c, a box.
450 pounds Irish Linen Paper, 10c, a pound.
60 pounds 10c. Perfection Writing Paper, 6-1-4c, a pound.

Fire Foe Starch.

We will have a demonstration to-morrow in the basement of this newest scientific discovery, Fire Foe Starch. It is easy to use and harmless to texture or fabric and presents an asbestos-like resistance to fire. Come and see it. Its use may prevent serious accidents; 10c a package.

Granite and Tin Ware.

5-quart Granite Coffee Bolders, 50c, each.
8-quart Saucepans, 35c, each.
8-quart Teakettles, 95c, each.
4-quart Deep Pudding Pans, 10c, each.
Perforated Ladies, 10c, each.
20-inch Heavy Japanned Trays, 25c, each.
3c. Japanned Pitcher and Basin, 25c.
2-pound Coffee Canisters, 8c, each.
14-quart Flaring Pans, 10c, each.
10-quart Covered Buckets, 25c, each.

RIBBONS—ONE-HALF TO ONE-THIRD OF REAL VALUES.

You can't beat these prices on Ribbons, no matter where you go.

2,000 yards 3½-inch White, Pink, Blue and Black Taffeta Ribbons, also big lot of five-inch wide White Silk Lousine Ribbons, made to sell from 12½c. to 25c, a yard, for 7½c, a yard.
Black Taffeta Ribbon, either dull or bright finish, full 5 inches wide and worth 25c, a yard, for 15c, a yard.
7-inch wide Moline Antique Taffeta Ribbons, 10 shades to select from, made to sell at 75c, a yard, for 25c, a yard.

\$12,000 OF LACES.

Instead of half, some are even under a third of expected prices, but we got them for little and so do you.

3c. for 10c. Edging and Insertions, wide and narrow.
15c. for 25c. to 45c. Venice Lace Gables.
10c. for 25c. to 45c. Black Lace Gables, splendid for trimming dresses, 25c, for 60c. Wide Black Chantilly Lace, 10 shades to select from, made to sell at 75c, a yard, for 25c, a yard.
10c. for 15c. and 20c. Point de Paris Laces, white and ecru.

Sale of Embroideries.

Thousands of yards go on sale, which you get for a half to a third of original values.

25c, a yard; values 40c. to 65c. Finest French and Swiss Embroideries, very wide.
9c. to 60c, a yard; values 25c. to 45c. wide Nainsook Embroideries, hand loom.
\$1.50 for \$2.75 Fancy Skirting Embroidered Flouncings.
6c. to 9c, a yard; values 15c. to 25c. Embroidered Galleons and Fancy Bands.
25c, a yard for values to 50c. All-over Embroideries.
7c. to 12½c, a yard; Embroideries of numerous kinds that are less than half price.

Muslin Underwear.

We have done a big business this season in Muslin Underwear and ought to be satisfied; but when we pick up such values as are detailed below we could not resist buying.

50c. for 50c. Night Gowns, low, high or V neck.
95c. for \$1.45 Handsome Embroidery and Lace-Trimmed Gowns, some of them sheer.
20c. for 50c. Heavy Muslin Gowns, plain with cluster of tucks and double yoke—only two to a customer.

70c. for \$1.35 Nainsook and Cambric Gowns—low neck—trimmed with lace.
98c. each, for values to \$1.50. Fifty-dozen shirts, ample choosing.
50c. each for 75c. Cambric Walking Shirts.

25c, each for 35c. and 40c. Corset Covers, all the new styles.
60c. each for 8c. Corset Covers of fine Nainsook, trimmed with lace or embroidery.

12½c, each for Corset Covers, values double.
15c, each Lace Trimmed French Corset Covers.

20c, a pair, value 50c.; 150 dozen Women's Umbrella Drawers, white lawn ruffle, perfect make.
60c, a pair values to 80c.; Elaborately Lace Trimmed Drawers, some of fine French embroidery.